

Wisconsin Department of Transportation
Determination of Eligibility Form for Historic Districts

(May 2013)

Agency #: 1060-27-01

WHS #: _____

District Name: Story Hill Nos. 2 & 3 Residential Historic District

Location: Bounded by W. Blue Mound Road to the north, N. Story Parkway to the south and east, and Mitchell Boulevard Park on the west

City & County: City of Milwaukee, Milwaukee County **Zip Code:** 53208

Town: _____ **Range:** _____ **Section:** _____

Dates of Construction: 1924-1963

WisDOT Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this request for Determination of Eligibility:

☒ Meets the National Register of Historic Places criteria.

☐ Does not meet the National Register of Historic Places criteria.

Rebecca Burkel, WisDOT Historic Preservation Officer

Date

State Historic Preservation Office

In my opinion, the property:

☐ Meets the National Register of Historic Places criteria.

☐ Does not meet the National Register of Historic Places criteria.

Jim Draeger, State Historic Preservation Officer

Date

Comments (FOR AGENCY USE ONLY):

Classification:

Ownership	Type of Property:		# of Contributing	# of Non-Contributing
<input checked="" type="checkbox"/> private	building(s)	-->	150	3
<input type="checkbox"/> public	site	-->		
If public, specify:	structure	-->		
	object	-->		
	<input checked="" type="checkbox"/> district	Total:	150	3

Function/Use:

Historic Function(s): DOMESTIC: single dwelling; DOMESTIC: multiple dwelling
Current Function(s): DOMESTIC: single dwelling; DOMESTIC: multiple dwelling

Architectural Style(s): LATE 19TH & 20TH CENTURY REVIVALS: Colonial Revival; Tudor Revival; Mediterranean Revival
LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS: Bungalow/Craftsman

Criteria:

<input type="checkbox"/> A (history)	Areas of Significance:	<u>Architecture</u>
<input type="checkbox"/> B (important persons)	Period of Significance:	<u>1924-1963</u>
<input checked="" type="checkbox"/> C (architecture/eng.)	Significant Dates:	<u>1924-1963 (multiple years within this range)</u>
<input type="checkbox"/> D (archaeology)	Significant Person(s):	
	Cultural Affiliation:	
	Architect/Builder(s):	<u>Hugo C. Haeuser; Roy J. Jacobs; George Schley & Sons</u>

Criteria Considerations:

<input type="checkbox"/> A (owned by religious institution)	<input type="checkbox"/> E (reconstruction)
<input type="checkbox"/> B (moved)	<input type="checkbox"/> F (commemorative)
<input type="checkbox"/> C (birthplace/grave)	<input type="checkbox"/> G (<50 years old)
<input type="checkbox"/> D (cemetery)	

ATTACHMENT CHECKLIST

- ☒ Historic boundary map
- ☒ Labeled, professionally printed color photographs
- ☒ USGS map with UTM coordinates

Property Info:

Acreage of Property:		30.02 acres	
UTM Reference:(A)	16	420374	4765130
(B)	16	420372	4764639
(C)	16	420610	4764642
(D)	16	420751	4765137
	Zone	Easting	Northing (Add others for districts)

Verbal Boundary Description:

Beginning at the northwest corner of 5025 W. Blue Mound Road (Point A), then proceeding south along the west property lines of 5025 W. Blue Mound Road and 429 and 439 N. 50th Street to the southwest corner of 429 N. 50th Street (Point B), then west along the north property line of 419 N. 50th Street to the northwest corner of this property (Point C), then south along the west property lines of 215-419 N. 50th Street (odd number addresses) and 123 N. Story Parkway to the north curblin of N. Story Parkway (Point D), then east-northeast along this curblin to the intersection with the south curblin of W. Blue Mound Road (Point E), then west along this curblin to the point of origin.

Boundary Justification:

The boundary encompasses the entirety of the Story Hill No. 2 and Story Hill No. 3 subdivisions and is based upon discussions with representatives of the Wisconsin Historical Society (WHS) Historic Preservation Division and City of Milwaukee Historic Preservation Office staff. It includes all the architecturally significant properties within the two subdivisions, the plats of which were registered on 8 February 1923 and 12 December 1927.

Methodology:

Following WisDOT and SHPO review of an Architecture/History Survey (WisDOT #1060-27-01) and accompanying Determination of Eligibility (DOE) for the Story Hill Residential Historic District, WHS Historic Preservation Division staff requested that a DOE also be completed for the rest of the Story Hill development, identified as the Story Hill Nos. 2 & 3 subdivisions (see attached emails from Kimberly Cook to Jason Kennedy dated 1 May 2013 and from Jason Kennedy to Michael McQuillen dated 17 May 2013).

Resources reviewed consisted of the Historic Milwaukee, Inc. *Spaces & Traces* tour booklet for the neighborhood and Story Hill documentation and research materials held by Carlen Hatala (City of Milwaukee Historic Preservation Office staff member and Story Hill Residential Historic District property owner). Research revealed that many of the homes within the Story Hill Nos. 2 & 3 Residential Historic District were designed by well-regarded Milwaukee architects. The district is composed of a significant concentration of Period Revival-style homes, as well as Craftsman-style bungalows and Contemporary-style residences. Based on this information and the high degree of integrity of its homes, the Story Hill Nos. 2 & 3 Residential Historic District is considered to be eligible for the National Register under Criterion C: Architecture.

Narrative Description:

Located west of Milwaukee's immediate downtown area, the Story Hill Nos. 2 & 3 Residential Historic District consists of 153 properties composed of two subdivisions: Story Hill No. 2 and Story Hill No. 3 platted in 1923 and 1927, respectively. The district features residences with construction dates from 1924 to 1963, although the majority of the homes were built during the 1920s.¹ In general, Story Hill No. 2 developed more rapidly than Story Hill No. 3, however, portions of Story Hill No. 3 – especially along W. Sunnyside Drive and part of N. 50th Street – were developed concurrently with Story Hill No. 2. The later, 1950s & 1960s-era development within the district is concentrated toward the southern end of N. 50th Street and along N. Story Parkway south of W. Clarendon Place.²

The Story Hill Nos. 2 & 3 Residential Historic District is found directly south of the original Story Hill Subdivision, which was platted 9 May 1911 and determined eligible for the National Register on 18 April 2013. The subject district is framed by W. Blue Mound Road on the north, N. Story Parkway on the east and south, and Mitchell Boulevard Park on the west. A large parking lot for Miller Park (home of the Milwaukee Brewers) and the Stadium Freeway (USH 41) are found further to the east, while Interstate Highway 94 (I-94) is located beyond N. Story Parkway to the south. N. 49th, N. 50th and N. Pinecrest streets, as well as W. Sunnyside Drive and W. Clarendon Place are located within the district boundaries. All streets within the neighborhood are tree-lined, and sidewalks and grassy terraces are ubiquitous. The vast majority of the residences within the Story Hill Nos. 2 & 3 Residential Historic District are single-family homes, although three two-family houses are also evident. Lot sizes vary in dimension; however, setbacks are consistent. Of the 153 properties within the district, three are considered to be non-contributing.

The district's homes are generally between one and two stories in height and predominantly exhibit brick, stone veneer or stucco exterior sheathing. Period Revival styles are well represented in the form of the Period Colonial Revival, Tudor Revival, and Mediterranean Revival styles. Additionally, fine examples of Craftsman-style bungalows are evident, as are Contemporary homes, which exhibit a more modest appearance in terms of size and architectural detail when compared with the district's Period Revival antecedents. The Story Hill Nos. 2 & 3 Residential Historic District features examples of the work of well-regarded Milwaukee architects and builders including Hugo C. Haeuser, Roy J. Jacobs and the firm of George Schley & Sons.

¹ The construction date breakdown by decade of houses within the subject district is as follows: 67 built during the 1920s; 26 in the 1930s; 16 in the 1940s; 41 in the 1950s; and 2 in the 1960s. A Contemporary-style residence located at 363 N. Story Parkway was constructed in 1970 and is considered to be non-contributing.

² See the July 1937 aerial photograph of the Story Hill neighborhood included in this report.

Properties within the District:

(Please include each property within the district in the table.)

Address	Historic Name ³	Date ⁴	AHI #	Status (C/NC)
404 N. 49 th Street	Julius F. Ritter	1928	225263	C
405 N. 49 th Street	Florian J. Poborsky	1928	114153	C
410 N. 49 th Street	Willis E. Lang	1928	225264	C
415 N. 49 th Street	Otto J. Kruse	1927	225265	C
416 N. 49 th Street	Mrs. Josephine Seeboth	1928	225266	C
423 N. 49 th Street	Herbert J. Huwathcheck	1926	225267	C
424 N. 49 th Street	Nathan Albertson	1928	225268	C
430 N. 49 th Street	Earl L. Kullmann	1928	225269	C
431 N. 49 th Street	Freda P. Johnston	1926	225270	C
436 N. 49 th Street	Louis Stenz	1929	225271	C
439 N. 49 th Street	Evert H. Voth	1924	225272	C
442 N. 49 th Street	Harry B. Goodman	1928	225273	C
449 N. 49 th Street	Arthur C. Wollensak	1926	225274	C
459 N. 49 th Street	Louis J. Schmidt	1925	114152	C
471 N. 49 th Street	Aloysius J. Washicheck	1928	225275	C
474 N. 49 th Street	Fred J. Scheuerell	1927	225276	C
477 N. 49 th Street	Joseph W. Eberhardy	1927	225277	C
480 N. 49 th Street	Warren W. Sackett	1927	225278	C
485 N. 49 th Street	John A. Devos	1927	225279	C
486 N. 49 th Street	Dr. Frank A. McKillip	1927	225280	C
494 N. 49 th Street	Rupert P. Rausch	1929	225281	C
215 N. 50 th Street	John F. Reilly	1941	225288	C
220 N. 50 th Street	Howard N. Maass	1953	225289	C
221 N. 50 th Street	Fred J. Heim	1953	225290	C
226 N. 50 th Street	Vito Marchese	1955	225291	NC
227 N. 50 th Street	Raymond J. Schauer	1954	225292	C
234 N. 50 th Street	Victor P. Schuette	1929	225293	C
235 N. 50 th Street	Joseph D. Dwyer	1955	225294	C
238 N. 50 th Street	James C. Kirsling	1953	225295	C
241 N. 50 th Street	Verne J. Peterson	1955	225296	NC
246 N. 50 th Street	William G. Sternberg	1935	225297	C

³ In most cases, the historic name was taken from the City of Milwaukee directory dating closest to the construction year of the home. It should be noted that for some of the mid-1920s-built houses on N. 49th and N. 50th streets, their addresses are not listed in the directory until the late 1920s or early 1930s. [*Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company)].

⁴ Permits were not reviewed and the majority of construction dates were obtained from City of Milwaukee Assessor's records. Additional sources of the date of construction were the Historic Milwaukee, Inc. *Spaces & Traces: Story Hill Places, 14th Annual Tour* booklet and Story Hill research materials in possession of Carlen Hatala, City of Milwaukee Historic Preservation staff. [Carlen Hatala, Research Chair, *Spaces & Traces: Story Hill Places, 14th Annual Tour* (Milwaukee: Historic Milwaukee, Inc., May 1995); Carlen Hatala, City of Milwaukee Historic Preservation staff, Story Hill research materials and conversation with Michael T. McQuillen, 20 November 2012, Notes on file at Heritage Research, Ltd., Menomonee Falls, WI; Assessor's records, City of Milwaukee, website: <http://gis.milwaukee.gov/website/mm1/viewer.htm>, Accessed July 2013].

250 N. 50 th Street	Beatrice R. Reese	1935	225298	C
251 N. 50 th Street	Karl F. Nystrom	1929	225299	C
258 N. 50 th Street	Michael S. Callan	1951	225300	C
263 N. 50 th Street	Oscar F. Pihl	1930	225301	C
300 N. 50 th Street	Walter F. H. Drost	1946	225302	C
303 N. 50 th Street	Leo C. Malinowski	1953	225303	C
308 N. 50 th Street	Eric A. Bork	1931	225304	C
311 N. 50 th Street	Joseph A. Deppe	1930	225305	C
312 N. 50 th Street	Albray M. Riedel	1928	114217	C
317 N. 50 th Street	Vernon W. Conaway	1937	225306	C
318 N. 50 th Street	Oscar C. Rudolff	1929	114216	C
324 N. 50 th Street	William J. Hannon	1952	225307	C
325 N. 50 th Street	Reed M. Heger	1931	225308	C
331 N. 50 th Street	Walter H. Kraft	1929	225309	C
332 N. 50 th Street	Walter E. Hawkinson	1929	225310	C
339 N. 50 th Street	Joseph P. Surges	1930	225311	C
340 N. 50 th Street	Gerald F. O'Rourke	1955	225312	C
345 N. 50 th Street	J. Harry Bayley	1930	225313	C
351 N. 50 th Street	Raymond J. Burgmeier	1955	225314	C
357 N. 50 th Street	Joseph G. Otten	1928	118249	C
365 N. 50 th Street	Walter A. Gaulke	1928	225315	C
401 N. 50 th Street	Alfred Meurer	1927	225316	C
404 N. 50 th Street	Reuben A. Heger	1927	225317	C
411 N. 50 th Street	Mrs. Sophia Schmitz	1926	225318	C
414 N. 50 th Street	Dr. William J. McKillip	1925	225319	C
418 N. 50 th Street	Joseph F. Bode	1926	225320	C
419 N. 50 th Street	Conrad A. Fix	1925	225321	C
426 N. 50 th Street	Stuart C. Mount	1925	225322	C
429 N. 50 th Street	George H. Tiernan	1925	225323	C
434 N. 50 th Street	Sherman W. Mount	1925	225324	C
439 N. 50 th Street	Leopold Lehrbaummer	1926	225325	C
440 N. 50 th Street	Max W. Fleischfresser	1925	225326	C
449 N. 50 th Street	Henry F. Riopelle	1924	225327	C
450 N. 50 th Street	Frank C. Zanzig	1928	225328	C
456 N. 50 th Street	Charles Kuesel	1925	225329	C
457 N. 50 th Street	Walter A. Ebert	1926	225330	C
464 N. 50 th Street	Gustav Shaske	1926	225331	C
465 N. 50 th Street	Howard M. Landgraf	1926	225332	C
469-69a N. 50 th Street	Lester P. Hartung	1924	225333	C
470 N. 50 th Street	Edward Schwartz	1925	225334	C
4901 W. Blue Mound Road	Justus C. Castleman	1929	225335	C
5025 W. Blue Mound Road	William F. Wichtel	1933	225336	C
4704 W. Clarendon Place	Hans W. Neumann	1942	225337	C
4718 W. Clarendon Place	Merle W. Hillis	1953	225338	C

223 N. Pinecrest Street	Paul H. Nickchen	1931	225339	C
228 N. Pinecrest Street	Maud H. Juneau	1930	116226	C
231 N. Pinecrest Street	Emma A. Bandelin	1940	225340	C
239 N. Pinecrest Street	Chloa B. Griswold	1942	225341	C
240 N. Pinecrest Street	Walter Horder	1930	116225	C
245 N. Pinecrest Street	Robert J. Osborn	1951	225342	C
246 N. Pinecrest Street	William O. Owens	1930	225345	C
250 N. Pinecrest Street	John S. Gross	1951	225346	C
253 N. Pinecrest Street	Eugene McDonald	1938	225347	C
257 N. Pinecrest Street	Matthew A. Haydak	1954	225348	C
260 N. Pinecrest Street	Edwin A. Vossman	1947	225349	C
265 N. Pinecrest Street	Martin C. Ehrman	1954	225350	C
303 N. Pinecrest Street	William Wegner, Jr.	1932	225351	C
306 N. Pinecrest Street	Robert M. Smythe	1952	225352	C
309 N. Pinecrest Street	George Nohl	1939	225353	C
315 N. Pinecrest Street	Frank Benash	1928	225354	C
316 N. Pinecrest Street	Herbert L. Burmeister	1953	225355	C
321 N. Pinecrest Street	Lester D. Roemer	1940	225356	C
324 N. Pinecrest Street	George H. Sprague	1951	225357	C
336 N. Pinecrest Street	Elroy F. Boening	1951	225358	C
340 N. Pinecrest Street	Raymond W. Fleming	1952	225359	C
352 N. Pinecrest Street	George W. Walzer	1928	116224	C
360 N. Pinecrest Street	Warwick-Hall/Arthur M. Burkardt	1929	53166	C
361 N. Pinecrest Street	Elza W. Peters	1928	225360	C
367 N. Pinecrest Street	Norman K. Wilson	1928	225361	C
400 N. Pinecrest Street	Harold D. Keuper	1952	225362	C
407-07a N. Pinecrest Street	John A. Doheny	1928	225363	C
412 N. Pinecrest Street	Fred Danby	1928	225364	C
415 N. Pinecrest Street	Walter A. Baier	1940	225365	C
421 N. Pinecrest Street	William N. Hartung	1926	53169	C
438 N. Pinecrest Street	Frank E. Icke	1929	116223	C
439 N. Pinecrest Street	George M. Findlay	1930	225366	C
450 N. Pinecrest Street	Nat Franklin	1927	116222	C
460 N. Pinecrest Street	William L. Crowley	1928	225367	C
466 N. Pinecrest Street	Fred W. Fix	1928	225368	C
123 N. Story Parkway	Kenneth P. Jungels	1960	225369	C
141 N. Story Parkway	Matt M. Cianciolo	1955	225370	C
149 N. Story Parkway	Wesley G. Lofstrom	1954	225371	C
155 N. Story Parkway	Arthur G. Mantei	1949	221967	C
161 N. Story Parkway	Wilbur A. Henkel	1951	225372	C
167 N. Story Parkway	Paul Millonig	1950	225373	C
173 N. Story Parkway	Edward F. Zeisig	1948	225374	C
205 N. Story Parkway	Henry G. Petersen	1939	221968	C
221 N. Story Parkway	Lester H. Seifert	1953	225375	C

231-31a N. Story Parkway	Aaron E. Borchardt	1950	225376	C
239 N. Story Parkway	Peter Lewandowski	1953	225377	C
245 N. Story Parkway	David York	1953	225378	C
253 N. Story Parkway	Doris Landre	1953	225379	C
259 N. Story Parkway	Wilbur N. Casey	1963	225380	C
267 N. Story Parkway	Melvin E. Meyer	1953	225381	C
303 N. Story Parkway	Elmer J. Gerlach	1953	225382	C
311 N. Story Parkway	James T. Kiltie	1953	225383	C
317 N. Story Parkway	Donald A. Clark	1953	225384	C
323 N. Story Parkway	Louis F. Brummeyer	1935	225385	C
331 N. Story Parkway	Frank A. Wallock	1953	225386	C
341 N. Story Parkway	William H. Ward	1955	225387	C
347 N. Story Parkway	Mrs. Reggie M. Connor	1954	225388	C
355 N. Story Parkway	Robert C. Risch	1952	225389	C
363 N. Story Parkway	John P. Klein	1970	225390	NC
415 N. Story Parkway	Max Adler	1948	225391	C
425 N. Story Parkway	Thomas G. Terris	1947	225392	C
435 N. Story Parkway	Alfred E. Meyer	1948	225393	C
441 N. Story Parkway	Riddell H. Lanferman	1947	225394	C
447 N. Story Parkway	F. Maurice Holt	1949	225395	C
453 N. Story Parkway	Edgar F. Wickemeier	1949	225396	C
463 N. Story Parkway	Donald V. Carey	1933	225397	C
481 N. Story Parkway	William H. Moore	1933	225398	C
4805 W. Sunnyside Drive	Dr. Jacob A. Jenner	1931	225399	C
4808 W. Sunnyside Drive	Walter V. Kehres	1950	225400	C
4811 W. Sunnyside Drive	Mary Harrigan	1928	225401	C
4819 W. Sunnyside Drive	Rudolph W. Buettner	1930	225402	C
4825 W. Sunnyside Drive	Cecil A. Gillis	1928	225403	C
4829 W. Sunnyside Drive	John W. Spriggs	1929	225404	C
4837 W. Sunnyside Drive	Dr. Carl L. Toepfer	1928	225405	C
4905 W. Sunnyside Drive	Zentner/Ellingson	1935	225406	C
4911 W. Sunnyside Drive	Otto W. Wangerin	1927	225407	C
4917 W. Sunnyside Drive	Albert H. Lers, Jr.	1935	225408	C
4923 W. Sunnyside Drive	Edwin F. Hoffman	1927	225409	C

Narrative Statement of Significance:

CRM Context Chapters: Architecture

STATEMENT OF SIGNIFICANCE:

The Story Hill Nos. 2 & 3 Residential Historic District was evaluated for the National Register of Historic Places under Criterion A, B and C. No evidence was found to suggest eligibility under either Criterion A or B. Regarding Criterion C, the district is composed of two subdivisions: Story Hill No. 2 and Story Hill No. 3 platted in 1923 and 1927, respectively. It features a significant concentration of Period Revival-style homes, as well as Craftsman-style bungalows and Contemporary-style residences, built between 1924 and 1963 with the majority constructed during the 1920s. Examples of the work of well-regarded Milwaukee architects and builders – including Hugo C. Haeuser, Roy J. Jacobs and the firm of George Schley & Sons – are found within the district. Predominantly composed of single-family, one- to two-story homes that generally exhibit brick, stone veneer or stucco sheathing, the Story Hill Nos. 2 & 3 Residential Historic District evokes a unique sense of time and place. The development followed the 9 May 1911 platting of the original Story Hill Subdivision situated directly to the north. Consisting of homes built between 1909 and 1936, this subdivision was determined eligible for the National Register on 18 April 2013 as the Story Hill Residential Historic District. Shortly after this determination was made, WHS Division of Historic Preservation staff toured the subject district and identified it as potentially eligible for the National Register as well. Based on the stylistic features, exterior building materials and integrity of its homes, the Story Hill Nos. 2 & 3 Residential Historic District is considered to be eligible for the National Register under Criterion C: Architecture.

GENERAL HISTORY:

The City of Milwaukee was established in 1846 with the incorporation of three independent communities, namely, Kilbourn town, Juneau town and Walker's Point. Located at the convergence of the Menomonee, Milwaukee and Kinnickinnic rivers, this former trading post became the largest city and commercial capital in Wisconsin. As a port and railroad hub, Milwaukee was the world's leading shipper of wheat by the early 1860s with a population that increased from 16,521 in 1848 to 45,246 by 1860. The ethnically diverse population increased more than four-fold by 1890 and, by 1910, the city contained approximately 373,857 residents. In 1911, the Wisconsin (then Grand) Avenue viaduct was opened. Along with the increasing ownership of automobiles by business and professional people, this viaduct served as a catalyst for the development of the Story Hill area (prior residential growth in the area had been served by the Wells-Farwell streetcar line). Originally part of the Town of Wauwatosa, the Story Hill neighborhood and surrounding environs was annexed to the City of Milwaukee by referendum in 1925.⁵

⁵ Landscape Research, *Built in Milwaukee: An Architectural View of the City* (Milwaukee: City of Milwaukee, Department of City Development, 1981), 3, 7, 9; John Gurda, *The Making of Milwaukee* (Milwaukee: Milwaukee County Historical Society, 1999), 138, 181; Carlen Hatala, Research Chair, *Spaces & Traces: Story Hill Places, 14th Annual Tour* (Milwaukee: Historic Milwaukee, Inc., May 1995), 1.

The Story Hill neighborhood originated when Albert Story and his wife Alice decided to take advantage of the new Wisconsin (then Grand) Avenue viaduct and registered their plat on 9 May 1911, just two months before the viaduct was opened to traffic. The construction of houses began almost immediately after its plat and the neighborhood was largely built up by 1920 (the Story Hill Residential Historic District, consisting entirely of the original Story Hill Subdivision, was determined eligible for the National Register on 18 April 2013). With the success of the original development, Story Hill No. 2 and Story Hill No. 3 were platted in 1923 and 1927, respectively.⁶

PROPERTY-SPECIFIC HISTORY:

Story Hill No. 2 featured similar deed restrictions as the original Story Hill Subdivision to ensure that the neighborhood would remain desirable. These restrictions specified only one dwelling per lot; only single-family dwellings, with the exception of two lots on Blue Mound Road where two-family flats were allowed; no dog breeding or chicken raising; no livery stables; and setbacks from the roadway were specifically listed for each lot. The developer also retained the right to refuse permission to build based on aesthetic considerations. This subdivision developed somewhat slower than the original Story Hill due, in part, to the Great Depression and World War II.⁷

In 1927, executors of the estate of the late Albert L. Story, deeded land directly to the south of Story Hill No. 2 to realtors Alfred A. Meurer and Otto L. Breuer for the purpose of developing another subdivision. Meurer had done real estate business with the Story family for several years, while Breuer was a Milwaukee businessman and president of two real estate corporations: Right Homes Building & Finance Co., and the O.L.B. Investment Co. In December 1927, restrictive covenants were published for Story Hill No. 3 that nearly duplicated those in the original warranty deed for Story Hill No. 2 and, by 1929, more than half of the subdivision's lots had been sold. Similar to Story Hill No. 2, the Depression and World War II interrupted the development of Story Hill No. 3.⁸

ARCHITECTURE:

The Story Hill Nos. 2 & 3 Residential Historic District features a diversity of architectural styles representative of its 1924 to 1963 construction period. Period Revival styles are well represented in the form of the Period Colonial Revival, Tudor Revival, and Mediterranean Revival styles. Additionally, fine examples of Craftsman-style bungalows are evident, as are Contemporary homes, which exhibit a more modest appearance in terms of size and architectural detail when compared with the district's Period Revival-style residences.

Period Revival-style buildings referenced a wide range of past motifs and styles and were popular in Wisconsin during the early to mid-twentieth century. Many architects commonly advertised their expertise in a broad stylistic range during this time period. Within the subject district, the Period Tudor Revival is well represented. Drawing upon medieval English prototypes, distinctive elements of the style include

⁶ Hatala, *Spaces & Traces*, 6.

⁷ Ibid., 7, 9

⁸ Ibid., 9-10.

gables featuring ornamental half-timbering infilled with stucco or brick, large chimneys often topped with chimney pots, and tall, multi-light windows that are commonly grouped together. Warwick-Hall (360 N. Pinecrest Street, AHI #53166, Photo #12 of 23) and the Oscar C. Rudolff House (318 N. 50th Street, AHI #114216, Photo #18 of 23) are all notable examples of the Period Tudor Revival style. In terms of the Colonial Revival, interest in this style was reinvigorated with the restoration and recreation of Williamsburg, Virginia, during the 1920s and 1930s. These buildings utilize many of the classical details of Georgian and Federal styles although, in contrast to their nineteenth century antecedents, Period Colonial Revival-style structures are much smaller in scale and simpler in form and ornamentation. Indeed, they often feature symmetry of design and a modest, classically derived entrance to communicate their architectural heritage as exemplified by the Arthur G. Mantei House (155 N. Story Parkway, AHI #221967, Photo #17 of 23) and the George Nohl House (309 N. Pinecrest Street, AHI #225353, Photo #11 of 23). A Dutch Colonial Revival example is the Otto J. Kruse House (415 N. 49th Street, AHI #225265, Photo #4 of 23). Another Period Revival style found within the district is the Mediterranean Revival style as seen with the Aloysius J. Washicheck House (471 N. 49th Street, AHI #225275, Photo #19 of 23). Featuring a red tile roof and Moorish twisted columns, the home is a distinctive example of this Period Revival style.⁹

Popular in Wisconsin concurrently with the Period Revival, the American Craftsman style evokes a “natural” aesthetic with simple but handsome exterior and interior details. Most Wisconsin Craftsman houses have the appearance of oversized bungalows and utilize brick, stone, wood, and/or stucco for sheathing materials. Exteriors also exhibit decorative elements such as false beams, exposed rafter tails, and eave brackets or knee braces. Good examples of Craftsman homes within the subject district include the William O. Owens House (246 N. Pinecrest Street, AHI #225345, Photo #20 of 23), Florian J. Poborsky House (405 N. 49th Street, AHI #114153, Photo #4 of 23) and Fred J. Scheuerell House (474 N. 49th Street, AHI #225276, Photo #1 of 23).¹⁰

Finally, many of the residences within the subject district – especially those dating to 1950 and later – are reflective of Contemporary architecture; a designation that is used to describe any mid-twentieth-century building of distinction and potential historic interest whose identity or features cannot be ascribed to styles and forms of the past. These houses contribute to the architectural significance of the district by featuring the same brick and stone-veneer exteriors as its earlier built homes; however, they are generally smaller in scale and more modest in their architectural detail (photos #16-17 of 23).¹¹

ARCHITECTS:

Architects who are known to have designed houses within the Story Hill Nos. 2 & 3 Residential Historic District include Hugo C. Haeuser and Roy J. Jacobs. As well, the firm George Schley & Sons, consisting of realtor and builder George Schley and his sons Herbert and Perce, also designed and built at least one home within the district.

⁹ Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, 3 vols. (Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986), Vol. 2, Architecture, 2/28-2/30, 2/32.

¹⁰ Ibid., Vol. 2, Architecture, 2/24.

¹¹ Ibid., Vol. 2, Architecture, 2/37.

Born on 14 January 1882 in Milwaukee, Hugo C. Haeuser was educated locally at West Division High School and worked as an apprentice in some of the city's prominent architectural offices. His earliest association was with the firm Ferry & Clas from 1898 to 1904 and, during the ensuing thirteen years, he was employed as chief designer with the Eschweiler & Eschweiler firm. By 1919, he opened his own office at 759 N. Milwaukee Street. In 1946, he relocated to 2051 N. Milwaukee Street where he maintained his architectural practice until his death in October 1951. His obituary notes that he attained national prominence in the field of church architecture designing more than 300 churches throughout the country. Indeed, the Wisconsin Historic Preservation Database (WHPD) identifies multiple church designs by Haeuser in the state. His residential work includes the Mediterranean Revival-style Wittenberg House (6614 Hillcrest Drive, Wauwatosa), a contributing building in the National Register-listed Washington Highlands Historic District, and the Period Revival-style Frank Icke House located in the subject district (438 N. Pinecrest Street, AHI #116223, Photo #21 of 23).¹²

Roy J. Jacobs designed the Dr. Carl L. Toepfer House (4837 W. Sunnyside Drive, AHI #225405, Photo #22 of 23) and Warwick-Hall (360 N. Pinecrest Street, AHI #53166, Photo #12 of 23) – both of which are excellent examples of Period Tudor Revival style architecture. Warwick-Hall has a unique history as it was built by the *Milwaukee Sentinel* in collaboration with O.L.B. Investment Company as a demonstration home. The newspaper extensively covered the house's construction, which showcased the work of some of Milwaukee's top tradesmen, as well as the newest ideas in home building. Features of the house include its sandstone exterior and, on the interior, its living room exhibiting a beamed and vaulted ceiling, wrought-iron gates, decorative leaded-glass windows, and a fountain. Jacobs began his professional career working as a draftsman for Lanham & Son, a Shorewood (WI) realty company. In 1928, at the age of 23, he commenced his relationship with O.L.B. Investment Company designing homes for that firm and, by 1930, he worked as a draftsman for Hugo V. Miller. Additional buildings identified with Roy Jacobs in the WHPD include Dutch Colonial Revival and Tudor Revival residences located in the suburban community of Whitefish Bay.¹³

Having built a number of houses within the original Story Hill Subdivision (including their own homes), the firm George Schley & Sons also constructed the Period Tudor Revival-style William H. Moore House in the subject district (481 N. Story Parkway, AHI #225398, Photo #23 of 23). George Schley was born in Waukesha County on 21 March 1868, the son of Daniel and Margaret (Stahl) Schley. In 1898, at the age of 30, Schley formed a partnership with P.H. Madler to sell real estate out of offices located at 316 W. Juneau Avenue. John Steuerwald replaced Madler as partner in 1900 and, when Steuerwald opened his own business in 1904, Schley went out on his own and continued the practice of building houses on speculation. Since Schley was not a trained designer, he obtained building plans from the stock designs provided by his contractors and from architects such as Fred Graf and Charles Keller. While Schley continued to build houses on speculation, he began to develop custom design work once his sons Herbert A. and Perce G. entered the firm in 1914. Herbert took care of the real estate end of the

¹² Hugo C. Haeuser, Obituary, *Milwaukee Sentinel*, 19 October 1951; Hatala, *Spaces & Traces*, 17.

¹³ Jerry Resler, "Storied Past: Story Hill Tour Will Include Unique Warwick-Hall," *Milwaukee Journal Sentinel*, 14 May 1995; Hatala, *Spaces & Traces*, 10, 17.

business, as well as bids and payroll, while Perce handled architectural design. The firm formally incorporated as George Schley & Sons on 10 July 1919. By the 1920s, it was specializing in expensive residential projects, primarily on Milwaukee's Upper East Side and in the North Shore communities. As well, the firm built many homes within the original Story Hill Subdivision (Story Hill Residential Historic District determined eligible for the National Register on 18 April 2013). George Schley & Sons managed to survive the Great Depression, although George also devoted his time to the Integrity Building and Loan Association where he served as assistant treasurer. Following his death in 1945, the firm reopened on Water Street that same year before moving to 1922 E. Capitol Drive in 1950. Perce Schley continued the business after Herbert's death and retired in 1973. The Wisconsin Historic Preservation Database contains 114 records that identify the Schley name as the architect/builder of the property.¹⁴

The subject district also features a Sears, Roebuck & Company mail-order house (421 N. Pinecrest Street, AHI #53169, Photo #13 of 23). Constructed by railroad fireman/switchman William Hartung in 1926, the home is the Sears model known as "The Osborn," which appeared in the company catalog from 1916 to 1929. A contributing building within the historic district, the subject house also may be individually eligible for the National Register for its association with the mail-order catalog/plan book era of home construction.¹⁵

SUMMARY:

The Story Hill Nos. 2 & 3 Residential Historic District was recently identified as a potential historic district by WHS Historic Preservation Division staff following their review of a Determination of Eligibility (DOE) for the (original) Story Hill Residential Historic District. Composed of a significant concentration of Period Revival-style homes, as well as Craftsman-style bungalows and Contemporary-style residences, the subject district exhibits a unique sense of time and place. As well, a number of its houses are examples of the work of multiple well-regarded Milwaukee architects. Finally, the vast majority of the district's homes retain a high degree of integrity. Based on this information, the Story Hill Nos. 2 & 3 Residential Historic District is considered to be eligible for the National Register under Criterion C: Architecture.

¹⁴ Hatala, *Spaces & Traces*, 11, 13.

¹⁵ Katherine Cole Stevenson and H. Ward Jandl, *Houses By Mail: A Guide to Houses from Sears, Roebuck and Company* (Washington, D.C.: The Preservation Press, 1986), 203; Whitney Gould, "When New Homes Came Out of Sears' Big Book," *Milwaukee Journal Sentinel*, 16 April 1995; Hatala, *Spaces & Traces*, 17.

Bibliography: An asterisk (*) denotes sources consulted but not cited.

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*Wisconsin Historic Aerial Imagery Collection. Maintained by the University of Wisconsin-Madison Geography Library. Available online at <http://maps.sco.wisc.edu/WHaIFinder/>. Accessed July 2013.

*Wisconsin Historic Preservation Database. Maintained by the Wisconsin Historical Society, Division of Historic Preservation. Available online to the public at www.wisconsinhistory.org/ahi.

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Determination of Eligibility Prepared By:

Name & Company:	Michael T. McQuillen, Heritage Research, Ltd.		
Address:	N89 W16785 Appleton Avenue	Phone:	(262) 251-7792
City:	Menomonee Falls	State:	WI
Email:	mmcquill@hrltd.org	Zip:	53051
		Date:	July 2013

Sub-contracting to:	Charlie Webb, CH2M Hill		
Address:	135 S. 84 th Street, Suite 325	Phone:	(414) 847-0248
City:	Milwaukee	State:	WI
Email:	Charlie.Webb@ch2m.com	Zip:	53214
		Date:	July 2013

PHOTOGRAPHS: All photographs taken by Michael T. McQuillen in July 2013

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
474 N. 49th Street & 466 N. Pinecrest Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to northeast
Photo #1 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
439, 449 & 459 N. 49th Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to southwest
Photo #2 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
416 & 424 N. 49th Street (right to left)
City of Milwaukee, Milwaukee County, WI
View to southeast
Photo #3 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
405 & 415 N. 49th Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to north
Photo #4 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
4905, 4911 & 4917 W. Sunnyside Drive (left to right)
City of Milwaukee, Milwaukee County, WI
View to south
Photo #5 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
404 & 414 N. 50th Street (right to left)
City of Milwaukee, Milwaukee County, WI
View to southeast
Photo #6 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
457, 465 & 469-69a N. 50th Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to northwest
Photo #7 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
345, 351, 357 & 365 N. 50th Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to southwest
Photo #8 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
311, 317, 325 & 331 N. 50th Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to southwest
Photo #9 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
300, 308 & 312 N. 50th Street (right to left)
City of Milwaukee, Milwaukee County, WI
View to northeast
Photo #10 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
303 & 309 N. Pinecrest Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to northwest
Photo #11 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
352, 360 & 400 N. Pinecrest Street (right to left)
City of Milwaukee, Milwaukee County, WI
View to northeast
Photo #12 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
415 & 421 N. Pinecrest Street (left to right)
City of Milwaukee, Milwaukee County, WI
View to southwest
Photo #13 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
447 & 453 N. Story Parkway (left to right)
City of Milwaukee, Milwaukee County, WI
View to northwest
Photo #14 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
4704 W. Clarendon Place & 415 N. Story Parkway (left to right)
City of Milwaukee, Milwaukee County, WI
View to northwest
Photo #15 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
239, 245 & 253 N. Story Parkway (left to right)
City of Milwaukee, Milwaukee County, WI
View to southwest
Photo #16 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
155, 161 & 167 N. Story Parkway (left to right)
City of Milwaukee, Milwaukee County, WI
View to northeast
Photo #17 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
318 N. 50th Street
City of Milwaukee, Milwaukee County, WI
View to northeast
Photo #18 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
471 N. 49th Street
City of Milwaukee, Milwaukee County, WI
View to southwest
Photo #19 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
246 N. Pinecrest Street
City of Milwaukee, Milwaukee County, WI
View to east
Photo #20 of 23

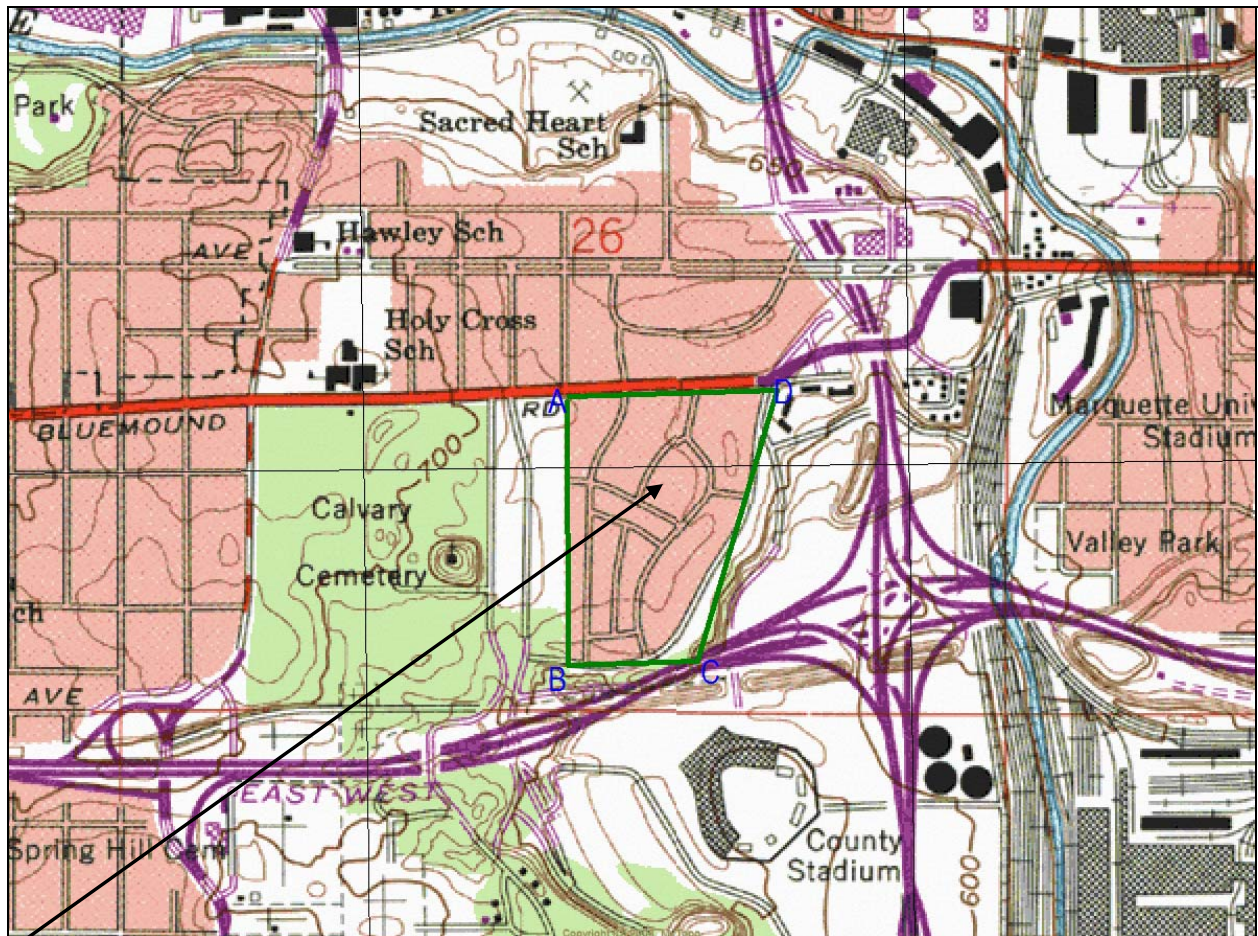
STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
438 N. Pinecrest Street
City of Milwaukee, Milwaukee County, WI
View to north
Photo #21 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
4837 W. Sunnyside Drive
City of Milwaukee, Milwaukee County, WI
View to southwest
Photo #22 of 23

STORY HILL NOS. 2 & 3 RESIDENTIAL HISTORIC DISTRICT
481 N. Story Parkway
City of Milwaukee, Milwaukee County, WI
View to northwest
Photo #23 of 23

USGS Milwaukee

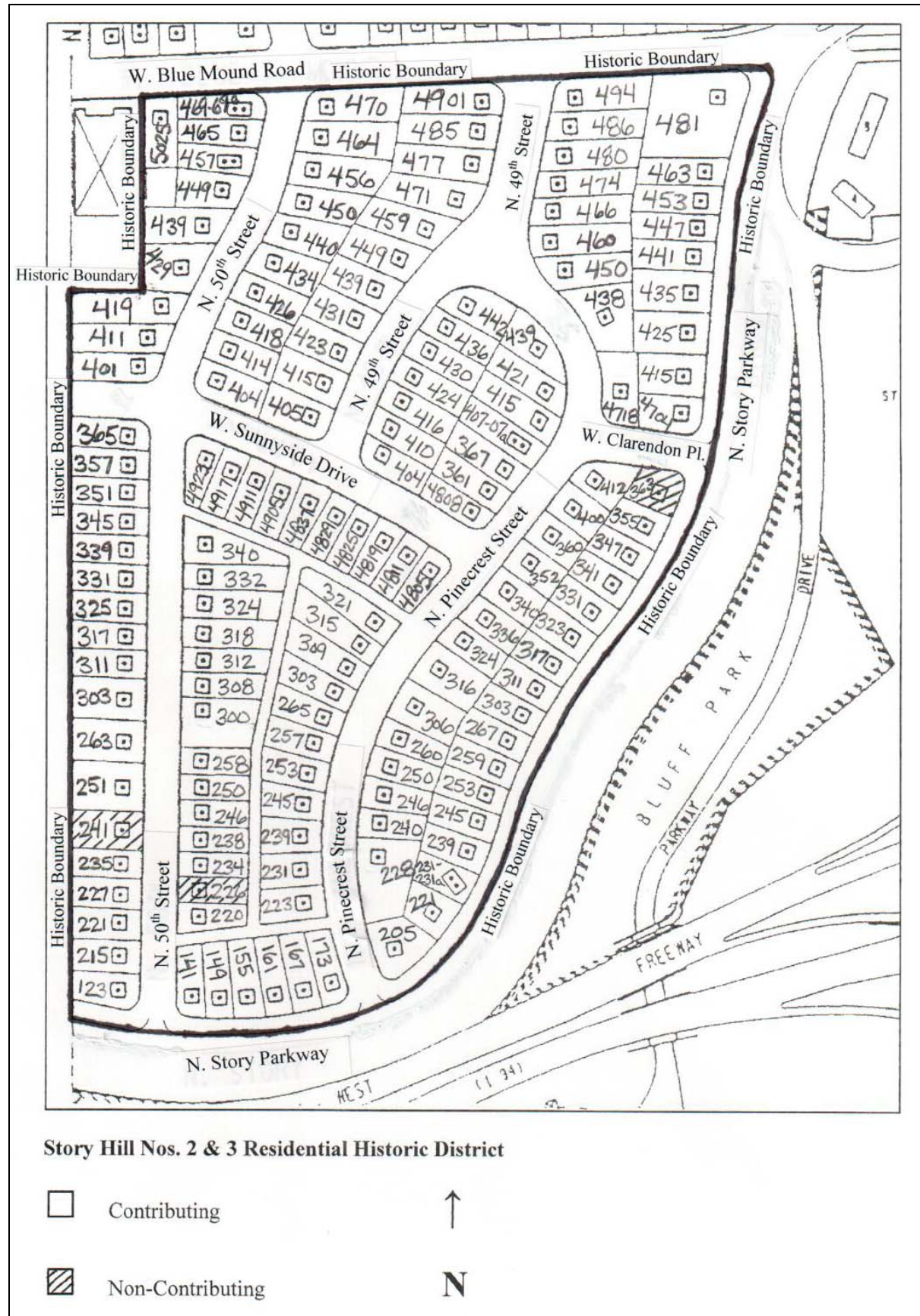
Wisconsin, Milwaukee County
7.5 Minute Series (Topographic)



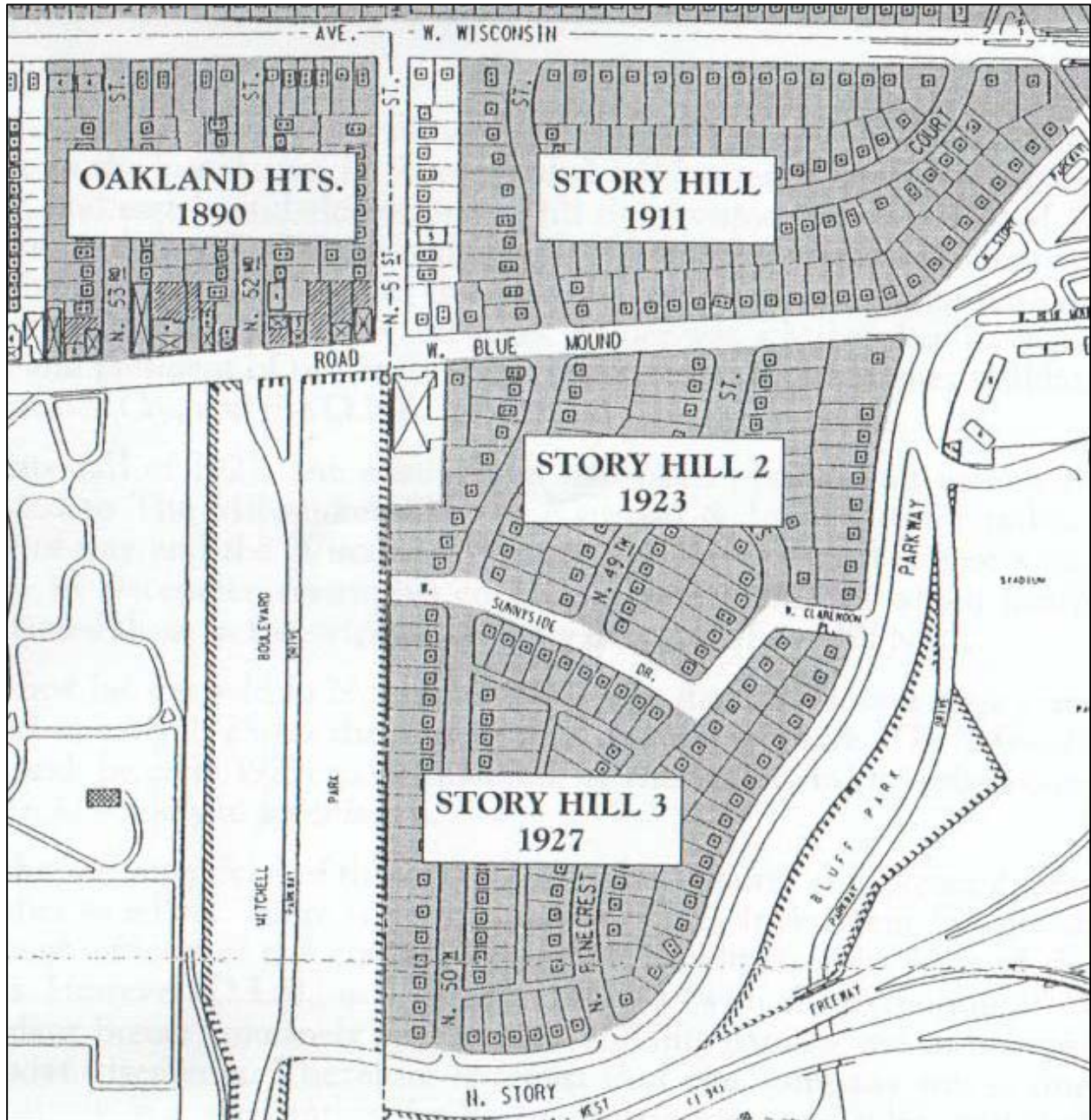
Story Hill Nos. 2 & 3 Residential Historic District
City of Milwaukee, Milwaukee County, WI

UTM Coordinates:

(A) Zone 16	420374 Easting	4765130 Northing
(B) Zone 16	420372 Easting	4764639 Northing
(C) Zone 16	420610 Easting	4764642 Northing
(D) Zone 16	420751 Easting	4765137 Northing



Overview map of the Story Hill neighborhood:



Carlen Hatala, Research Chair, *Spaces & Traces: Story Hill Places, 14th Annual Tour* (Milwaukee: Historic Milwaukee, Inc., May 1995), 7.

Aerial photograph of the Story Hill neighborhood – July 1937:



Wisconsin Historic Aerial Imagery Collection (1937)

Photo #1 of 23



Photo #2 of 23



Photo #3 of 23



Photo #4 of 23



Photo #5 of 23



Photo #6 of 23



Photo #7 of 23



Photo #8 of 23



Photo #9 of 23



Photo #10 of 23



Photo #11 of 23



Photo #12 of 23



Photo #13 of 23



Photo #14 of 23



Photo #15 of 23



Photo #16 of 23



Photo #17 of 23



Photo #18 of 23



Photo #19 of 23



Photo #20 of 23



Photo #21 of 23



Photo #22 of 23



Photo #23 of 23



Michael McQuillen

To: John N. Vogel
Subject: RE: WisDOT 1060-27-01 / WHS 13-0065 MI I-94 corridor study - Stadium Interchange

From: Kennedy, Jason - DOT [<mailto:Jason1.Kennedy@dot.wi.gov>]
Sent: Friday, May 03, 2013 7:45 AM
To: Payant, Dobra - DOT; Webb, Charlie/MKE; Heimlich, Brad/WKH
Cc: Becker, James - DOT; Cloud, Lynn - DOT; 'Bethaney.Bacher-Gresock@dot.gov'; Lynch, Jason - DOT; Barth, Tony - DOT
Subject: FW: WisDOT 1060-27-01 / WHS 13-0065 MI I-94 corridor study - Stadium Interchange

All,

Below is SHPO comments regarding the request for DOE on the rest of Story Hill Jewish. If there are additional questions please let me know. Once I receive any feedback I will give SHPO a call to ensure that all their questions are presented in this email. Please forward on this e-mail and the last one as appropriate.

Thank you,
Jason K.

Jason Kennedy

Environmental Analysis & Review Specialist
Cultural Resources

Wisconsin Department of Transportation
Bureau of Technical Services
Environmental Process & Documentation Section
Hill Farms Room 451
Phone: 608.267.6693
E-mail: jason1.kennedy@dot.wi.gov

From: Cook, Kimberly A - WHS
Sent: Wednesday, May 01, 2013 1:37 PM
To: Kennedy, Jason - DOT
Cc: Cloud, Lynn - DOT
Subject: RE: WisDOT 1060-27-01 / WHS 13-0065 MI I-94 corridor study - Stadium Interchange

The DOE for the Story Hill Historic District was accepted and sign by Michael Stevens on 4/18/2013, however several people had questions regarding the rest of Story Hill (called Story Hill 2 and 3 in the DOE). Jim Draeger and Daina Penkiunas drove visited the neighborhood yesterday and agree that while the original Story Hill is a distinct development that warranted its own DOE, this later subdivision south of Blue Mound Road is also potentially eligible for the National Register and should have a DOE as well.

Thank you,

Kimberly Zunker Cook
Wisconsin Historical Society
Division of Historic Preservation and Public History
Room 300
816 State Street

Michael McQuillen

From: Kennedy, Jason - DOT <Jason1.Kennedy@dot.wi.gov>
Sent: Friday, May 17, 2013 1:20 PM
To: 'Michael McQuillen'
Cc: tem@tds.net; Goldsworthy, Benjamin; Payant, Dobra - DOT; Charlie.Webb@ch2m.com; jnvogel@hrltd.org
Subject: RE: Story Hill

Mike,

I would use your professional expertise to determine the extent of the boundaries for the DOE. If you feel that both subdivisions (2 & 3) are historically eligible as a district I would include both, regardless of the APE. This would ensure the most accurate boundaries are depicted and any impacts, or lack thereof, in relation to the project will be clear. In your opinion, if you feel that each subdivision deserves its own DOE then I can see that an argument could be made not to include Story Hill 2, but proper justification would be needed that the boundaries are truly outside of the APE and there will be no direct or indirect impacts from the project. I would also be aware of the potential for various alternatives or future design changes that could have the potential to encroach upon the subdivisions. From my experience time spent now is better to cover all your options than have to go back later and do additional work.

Please let me know if you have any further questions.
Thank you,
Jason

Jason Kennedy

Environmental Analysis & Review Specialist
Cultural Resources

Wisconsin Department of Transportation
Bureau of Technical Services
Environmental Process & Documentation Section
Hill Farms Room 451
Phone: 608.267.6693
E-mail: jason1.kennedy@dot.wi.gov

From: Michael McQuillen [<mailto:mmcquill@hrltd.org>]
Sent: Friday, May 17, 2013 10:55 AM
To: Kennedy, Jason - DOT
Cc: tem@tds.net; Goldsworthy, Benjamin; Payant, Dobra - DOT; Charlie.Webb@ch2m.com; jnvogel@hrltd.org
Subject: RE: Story Hill

Jason –

We have a quick question regarding the Division for Historic Preservation request for the additional Story Hill development DOE. On May 1st Kimberly sent you the following:

The DOE for the Story Hill Historic District was accepted and signed by Michael Stevens on 4/18/2013, however several people had questions regarding the rest of Story Hill (called Story Hill 2 and 3 in the DOE). Jim Draeger and Daina